

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, JANUARY 22, 1890.

NO. 15.

Wide Awake

Advertising is sought by

Wide Awake

Advertisers, and can be best secured from a

Wide Awake

Newspaper Advertising Agency.

Keeping
EVERLASTINGLY AT IT
Brings Success

Bright, persistent, thoughtful Newspaper Advertising PAYS.
Other kinds may—but probably will not.

We seek Wide Awake

Customers who can appreciate

Bright, Persistent, Thoughtful

Work—we are not anxious for others.

N. W. AYER & SON,

Newspaper Advertising Agents,

Philadelphia.



COUNTRY Editor—It's no use—I'm desperate! There's no support in this one-horse town for a live paper, any how!

Angry Subscriber (to editor)—I am mad all the way through, an' I want my paper stopped!

Editor—Yes, sir; do you want your bill made out?

Angry Subscriber—No; I ain't mad enough for that.—*New York Sun.*

Stationer—Yes, sir, we have every kind of pen. What kind will you take?

Chicago Litterateur—You may give me a box of facile pens. I understand the best writers use that variety.—*Chicago Tribune.*

The *Herald* staff got out of New York just in time. That city's hotel men have formed a trust and put imported champagne up from \$3.50 to \$4 per quart bottle. We never kicked at \$3.50, but when Giant Monopoly, with his hydra-headed claws, jerks the poor journalists' modest daily beverage up 50 cents a bottle, we simply quit such a camp and falteringly whisper that Mesa City's vintage is good enough for us. There will be no change in the *Herald's* subscription rates.—*Phoenix (Arizona) Herald.*

Village Parson (entering country editor's office)—You promised to publish that sermon I sent you on Monday, but I do not find it in the latest issue of your paper.

Editor—I sent it up. It surely went in. What was the name of it?

Parson—"Feed My Lambs."

Editor (after searching through the paper)—Ah—yes—um—here it is. You see, we've got a new foreman, and he put it under the head of "Agricultural Notes," as "Hints on the Care of Sheep."—*Times-Democrat.*

"Are you fond of fiction?" asked Alpha.

"Oh, yes," answered Omega. "The first thing I read when I get the daily paper is the weather prediction."—*Washington Critic.*

"What a marvelous thing is space!" said the Lady Novice. "Do you ever feel overwhelmed by its immensity?"

"Rather," said Top, "I have a dozen columns to fill every week, and the immensity of space simply paralyzes me."—*Plunder.*



COUNTRY Editor (twenty minutes later, writing)—Business is booming. Our public-spirited fellow-townsmen, Mr. Elihu Backlots, has just left a gallon jug of prime hard cider, in payment for six months' subscription. Thanks, Elihu.—*Puck.*

Editor—Mr. Funniman, this is a very amusing thing, but we can't print it. The public won't appreciate it.

Funniman—All right. Let me change the hero's name from McFolleigh to McGinty.

Editor (reading it over again)—Ah! that's something like it. It's got the true ring now. I knew there was something the matter with it.—*Boston Transcript.*

Editor—Well, what did you strike to-day?

Reporter—Nothing much, sir. I chased several big things, but they all turned out to be Sancho Panza fighting windmills.

Editor—Well, write that up. We haven't had a good fight reported for a week.—*Pittsburg Chronicle-Telegraph.*

No Rebate.—We desire to state in the most explicit manner that no rebate will be allowed to any of our subscribers who may be obliged to leave town for the benefit of the community, or who may be hung and buried for the same reason. In several late instances friends of such subscribers have called on us and asked us to cash up for the unexpired term, but we have invariably refused. Subscriptions to the *Kicker* run for one year. We contract to deliver the paper for that time. If the subscriber is arrested, driven off or hung it is no fault of ours. Please bear this in mind and save yourselves trouble.—*Arizona Kicker.*

A Nebraska editor's barn was burned the other day, and he crowded out the latest news from Stanley in order to insert a two column account of "the lurid work of the fire fiend," as he expressed it. And he ended thus: "As the last dying flame flickered heavenward we realized that the loss was \$65—no insurance. Thus to great and small alike come the deeper tragedies of life that furrow the cheek and scar the heart. We hope the coyotes who are in arrears will now have the decency to pay up. Verb sap."—*New York Tribune.*

A medical advertisement reads: "Why suffer from malaria?" Because we can't afford to suffer from gout.—*Oil City Derrick.*

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THE LADIES' HOME JOURNAL

Has one peculiar feature, viz: its pure tone, its chaste character, and its wholesome moral sentiments. It is quite surprising in this day of light reading and pernicious prints, that a journal of the solidity that this paper possesses, should gain a wonderful popularity in such a brief space of time. It shows, however, that the American people are not wholly incapable of appreciating a sincere effort or a good result. The lesson to publishers and editors, especially that class who imagine that they are compelled to publish vicious trash in order to find a market, is apparent.

The Ladies' Home Journal

has nearly a half a million subscribers—who know that an untrustworthy advertisement can not obtain admission to its columns. Their confidence is such that many of them will read and answer advertisements found only in the LADIES' HOME JOURNAL.

CURTIS PUBLISHING CO.,

PHILADELPHIA, PA.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, JANUARY 22, 1890.

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ADVERTISING—PAST AND PRESENT.

There is no reliable data, apparently, for forecasting the advertising business of 1890, outside of the old reliable, "that which has been, shall be." The past year is variously characterized by advertisers, publishers and agents, as good, bad or indifferent, apparently according to the mood of the one to whom the question is put, though doubtless, at times, according to individual experience. On the whole, the year seems to have confirmed, in its results, old verdicts based on older experiences, although it has not been without its marked indications of progress. Advertising is, and always will be, to some extent, an experiment and a risk, but the same may be said of any business venture almost. The "lucky hits" are not numerous, not that "hits" are lacking, but that they are manifestly the result of accurate aims, good arms and appropriate ammunition. In other words advertising is distinctly progressing toward the ranks of business sciences, and those who practiced it on scientific lines in 1889, seem to be satisfied with the results. Something "right" to advertise, which something will pay a good profit if largely sold must be a basis for work. Then the questions of how, when, and where, follow, and to the solving of these questions, it is safe to say that more intelligent thought has been given in 1889 than in any preceding year. Comparatively few are original advertisers; many are imitators. The originals are manifestly the leading men in the race because they have applied their ideas to their conditions, which conditions will probably never be exactly reproduced. But to be a good adopter of ideas, is better than the rule of "guess" by far. The more there is of scientific advertising done the more there is of money for publishers. That which pays can and will be repeated

and extended, and, without any particularly favoring circumstances, it is believed in well informed circles that the past year has, on the whole, been rather more than ordinarily satisfactory to the best advertisers. It is believed also that unworthy schemes have found less encouragement than heretofore in trying to impose upon the public. The disposition, on the part of the publishers, to look into the character of the business which seeks publicity through their columns, is manifestly on the increase, and the facilities for information are becoming better known and appreciated. As advertisers are more closely scrutinizing values and drawing with greater precision and clearness the lines within which they are to achieve success, it will be well for publishers to pursue the same lines of thought and action, and to recognize clearly the actual value of the space they sell, insist upon that value, and insist also upon such intelligent handling of advertising committed to them, as shall show that they recognize their obligation to give value for the money paid to them, and not merely to fulfill technically contract terms.—*American Advertiser Reporter.*

THE advertising of one article at a time attracts the special attention of people just then in want of that article, and such advertising is very likely to bring in people who have not been your customers.—*N. C. Fowler, Jr.*

HOWEVER excellent the form of the advertisement may be and however persistently pushed, it must be placed in a medium which reaches people of the class desired, and the greater the number of readers, the greater the value of the medium.—*N. Y. Press.*

NEITHER the ability or the knowledge comes by chance; both are the result of long, honest study and wide experience, and their possession by a newspaper advertising agency, having also abundant capital, puts that agency in a position to render most profitable service to its clients.—*Ayer.*

THEATRICAL ADVERTISING.

BOSTON, January 8th, 1890.

Editor of PRINTERS' INK.

DEAR SIR—I have a few ideas on advertising which it has occurred to me may be interesting to the readers of your bright little paper, and so I send them. The man to whom I refer is the veteran Harry McGlenen, of the Boston Theater.—A BOSTON EDITOR.

THE ADVERTISING MAN.

The failure of the Maritime Exhibition at Boston suggests the difficulty there is in managing any great enterprise without not only the active assistance of the press, but of men who are trained in the business of placing advertisements and handling the whole press side of the enterprise in a manner that will insure the best results. There are in Boston, as there are elsewhere, men who have not only made a special study of this line of business, but who add to the invaluable experience thus gained personal qualities that insure their success. It is a matter of reaching men, a line in which very few attain great success. What newspaper man does not warm up on the approach of some well-known dramatic advance man? What one does not instinctively recoil upon the approach of some others? It would be difficult, perhaps impossible, to say just why in either case, but in either case the fact remains nevertheless. The one wants a favor, and invariably gets it. The other, somehow—perhaps never by intention—almost invariably misses it, or if he gets the favor, it does not prove as beneficial as it should be. He may be affable, genial, pleasing and a thoroughly good fellow as the world goes, but he is still lacking in just the essential to success. It is not a question of liberality in dealing out tickets. Put them all on the same footing in that respect, and you will still find that the man who fails, fails not because of lack of liberality. There is in Boston an advertising man whose services have been called into requisition to save more than one enterprise of this character, and he has invariably turned the tide and made a paying venture out of what would otherwise have been a bad failure. Much of his success is undoubtedly due to his pleasing way and to his wide acquaintance with men, but much is also due to his wisdom in the matter of placing complimentaries. You can give a man a complimentary and make him feel as though he had been kicked, and you can give him one in a way that will insure his friendship ever after, even if he never uses it. There are on the press everywhere men with whom it pays to stand in to a limited extent, and there are also men with whom it always pays to be liberal. To make my meaning more clear let us for the nonce suppose that the reader is the owner of a paper and employs editors to look after the details. Now the shrewd advertising man sees that the proprietor cannot be neglected. If he asks for a pair of complimentaries his request must be honored, and it always is. But he doesn't forget to see the editor, for he knows that personal acquaintance will secure better results than all the money he can pay for advertising. If he has an unusually appetizing bill he urges the editor to come as he slips a pair of complimentaries into his hand. His face is always good at the door, and numberless other little courtesies, in the matter of seats, are extended to him. The proprietor gives a general order that certain attractions shall be noticed, and his orders are executed to the letter. But while these get their modicum of attention in the news columns,

you will see if you look sharply that other attractions to which the proprietor has not referred, somehow always have a prominent place in the columns. Be the crush on the paper never so big, they are always there. The reason is this: Not one proprietor in a hundred will pay that close attention to his columns that is necessary to insure the insertion of such a notice, but the editor is there at the desk all the time. It is his business to be prepared for a rush of matter, and a crowded paper, and because this is his business, he is prepared for it hours before it comes, and when he knows it is coming, he pushes out the notices of certain attractions. Once in the paper they cannot be taken out, and the notice is always there. The shrewd advertising man comprehends all this, and sees that the editor after all is the power, and that he can give favors that even the proprietor at a later hour in the day or night is powerless to grant. Is not this one reason why some advertising men fail where others succeed?

The communication printed above correctly sets forth an interesting condition of affairs. A five-dollar bill in the hands of a reporter or editor will often secure what fifty dollars would not buy at the counting-room. Free tickets may not be so effective as cash; but how effective they are is proved by the fact that shows and kindred enterprises get many times more free advertising and gratuitous notices than are accorded to any other class of business with which a newspaper has to do.—[Ed. PRINTERS' INK.]

AN ADVERTISING GENIUS.

"A drop of ink may make a million think."

Mr. J. H. Wilson Marriott, Secretary of the Sadler Publishing Company, 12 N. Charles St., Baltimore, and compiler of "Nearly 300 Ways to Dress Show Windows," was also a winner of a \$100 purse in the Chicago *Daily News* competition, where there were 823 competitors. Mr. Marriott has issued handsomely displayed copies of his successful contributions to the *News'* collection. And they bear out two favorite mottoes of his.

"He doth give us bold advertisement."

"What's worth doing at all is worth doing well."

A BOLD STROKE OF AN EDITOR'S PEN.

The January 1st issue of *Printers' Ink*, a weekly journal published in New York by Geo. P. Rowell & Co., shows a bold stroke of enterprise on the part of N. W. Ayer & Son, newspaper advertising agents, Philadelphia. The issue in question was a special edition with a guaranteed circulation of 200,000, and Ayer & Son have the advertisement on the front page. It is clearly evident that these enterprising gentlemen know and appreciate the value of printers' ink. Their zeal is commendable.—*Huntsville (Ala.) Mercury*.

THE BENEFITS OF
REVISION.

In advertising—to paraphrase a familiar saying—"space is money"; and—to paraphrase again—"space saved is money earned."

The advertiser will therefore do well by closely examining his advertisement, carefully weighing each word and sentence, and unrelentingly striking out every portion of statement, argument or display of which it cannot be said: This will impress the reader.

A word may sometimes be substituted for a phrase without impairing the sense or lessening the force of a sentence. A short word in the place of a longer one, or the omission of an adjective, may result in the saving of a line; and the saving of a line means to the advertiser a saving of dollars or cents, according to the number and the quality of the mediums used.

But in revising an advertisement upon these lines the advertiser must be watchful lest he err in the other direction and omit some telling feature.

One advertisement may be benefited by the omission of a dozen lines, while another may be improved by the addition of a generous amount of blank space at the head.

As to what is necessary and what unnecessary in his own advertisement, each advertiser, or his agent, must be the judge.

RURAL ADVERTISING.



I TELL YOU THAT,
PETER ZINSER
is the Place to Buy Your
Furniture, Stoves, Etc.
On Day Weekly or Monthly
Payment.
3117 and 3119 Second Ave.
Between East and Third Streets.

The advertisement printed above was cut from a Birmingham (Ala.) newspaper. It represents a style of announcement popular with merchants in villages and small cities, but rarely seen in a metropolitan newspaper. It would be interesting to know what it is that makes such an advertisement appear to be a telling one in a comparatively small place, while in a great city it would be thought objectionable and in bad taste.

THE IRON-CLAD CONTRACT.

An intelligent advertising agent never sells what he has not bought. A publisher will sometimes demand two dollars for work which he would gladly undertake for a dollar if he did not believe that he could compel the payment of the larger sum. Moral: Don't tie your agent's hands.

I recollect a few days after I went out of the newspaper business a proposition came from an advertising agent: to insert a certain advertisement for 75 cents for a certain period, I have forgotten how long. The gentleman who bought my paper at sheriff's sale, and asked me to help him for a few days (laughter): asked me about that advertisement. He said: "I guess we better put it in for the six bits." I afterwards secured employment in the agricultural firm that the advertising was done for, and when they went to settle up with the advertising agents they thought as I had some experience in the business they would send me down to St. Louis to settle it. I discovered that the firm had an iron-clad contract with the advertising agents, by which they were to insert that advertisement in my paper among others, and they were to pay for that \$4.50. We paid the advertising firm \$4.50 for publishing the advertising and they paid my successor the 75 cents. I got into another newspaper afterwards, by an accident, and I concluded that whenever an advertising agent sent me a proposition I would always put up the rates, because I felt certain there was an iron-clad contract behind the agent.—E. A. Snively, of Illinois, in an address before the National Editorial Association.

When the agent makes what is called an iron-clad contract he is justified in charging all he can get and paying as little as possible. He makes himself a speculator. He preys upon both advertiser and publisher. True he is occasionally ground to powder between the two, but in that case he shuts up shop as an individual and goes on next day as a corporation.

A SUCCESSFUL INDIANA WEEKLY.

THE INDIANIAN REPUBLICAN,
WARSAW, Ind., Jan. 9, 1890.

Editor of PRINTERS' INK:

In your issue of January 1, in answer to the *Houston Post*, you say: "Advertising space has no recognized value. Those who sell get what they can for it. Whatever is left over—unsold—is lost."

How do you reason? What do you consider the amount of space a newspaper has for sale in proportion to the amount of reading matter they give? If space is not used for advertising, does not the subscriber gain thereby, by getting more news for his money, and the publisher get a stronger hold on his patron? Our aim has always been to see how little advertising we could get along with, and we have never solicited an advertisement since the paper was first issued over thirty-four years ago, and in support of our theory we think we get more money from our subscription list than any country paper in Indiana.

WILLIAMS & HOSSLER.

COMBINATION LETTERS.

There are a few newspapers that do not allow any pictures or display letters in their advertising columns: the intention being to insert nothing that will cause the modest advertisement to be overshadowed by any obtrusive device, yet papers of this sort will generally allow the advertiser to make up combination letters, such as are here shown:

II	MM	MM	PPP
II	MM	MM	P P
II	M M	M M	P P
II	M M	M M	P P
II	M M	M M	PPP
II	M M	M M	P
II	M MM	M	P
II	M M	M	P
II	M M	M	P

Similar letters began to be largely used in the New York *Herald* years ago, and were, at first, built up, letter by letter, by the compositors. About fifteen years ago Mr. Sidebottom, then foreman of the Brooklyn *Eagle* composing room, conceived the idea of having these combinations cast solid. He thus originated a new style of type. It was first made and patented by Lindsey Bros., type-founders in New York City; and when that firm afterward dissolved partnership, the patent was sold to Dauchy & Co., of New York, general advertising agents and dealers in printers' supplies, who still manufacture and sell the combination type. It is largely used by the New York *Herald*, Brooklyn *Eagle*, Washington *Star* and other papers, who try to keep display advertising within narrow limits.

INFLUENCE OF GEOGRAPHY
ON THE PRICE OF AD-
VERTISING SPACE.

One Thomas Reise, a newspaper man of Illinois, is quoted by the *National Journalist* as addressing the following sage remarks to the National Editorial Association:

I am trying to educate the advertising agencies of the United States to the fact that we make only one charge for advertisements, * * * For instance, take the *Arkansas Traveler*, that was published in Little Rock, and might only have a circulation of 1,000 in the county, but had 50,000 in the United States. That ought to charge a foreign advertiser more than a home advertiser.

In one breath he expresses faith in a uniform rate for advertising, and in the next gives utterance to a belief that the price of an advertisement should depend upon the location of the

advertiser's place of business. Following his reasoning to a logical conclusion, a man who does not assimilate the food which he eats ought to buy bread at half the price which would be demanded of another who has a sound digestive apparatus. It is by taking advantage of this sort of tendency to casuistry, that the intelligent advertising agent is often able to secure insertion of advertisements in excellent journals at merely nominal prices.

THE NEW STYLE.

JENNINGS, BRYAN & CO.
Importing Furnishers.

Your generous recognition of our undertaking here, in our first holiday time, has been just what we expected. We have worked a few more hours than usual, at both ends of the day; but the service has been made as sweet as summer play by your gracious acceptance of it. Neither we nor our people are tired—our hearts are in the work.

JENNINGS, BRYAN & CO.
Chestnut and 13th Sts.

If it was not John Wanamaker who has established the practice of setting advertisements in plain Roman lower case letters, and the displayed lines in smaller letters, then he has practically made that style his own by adopting it more generally than anybody else. It is now quite common, and the advertising pages of newspapers are improved by its adoption. The plain type, of generous size, appeals to the eye and is easily read. The whole is confessedly an advertisement! There is no deception about it! It is more conspicuous than reading matter! It is honest! and is much more effective than a puff among the pretended reading-matter items of the paper!

We predict that the time will come when an advertiser will be ashamed to ask a newspaper to insert as reading matter what is in fact an advertisement.

DON'T MONKEY WITH THE BUZZ
Saw!—It will not pay to fly into a passion at a newspaper.—*Indianapolis Journal*.

A SOAP ADVERTISING GENT.

THE LORD & THOMAS
CONUNDRUM.

OFFICE OF J. D. LARKIN & Co.,
Manufacturers of "Sweet Home" Soap,
BUFFALO, N. Y., Jan. 9, 1890.

Geo. P. Rowell & Co.:

Knowing you to be experts in advertising, we wish to ask your opinion on the following question: An advertising agent comes to us and states that he has a long pedigree of literary ancestors; in fact, that his aunt married a poet (and has had to support him ever since), therefore the advertising agent aforesaid is eminently fitted to prepare excellent copy, and solicits the privilege of writing us an advertisement that will secure us a large fortune in a short time. Now we already have a large fortune, but wishing to endow a hospital, we grant the request. No charge is to be made for this original advertisement, and the advertising agent is to receive his recompense through placing the business. We accept the proposition, and the advertisement is inserted by the advertising agent and we pay his bill. We afterwards make use of this same advertisement or a part of it, and place the business ourselves direct. Then along comes our literary gentleman and demands extra pay, stating that we have no right to use the copy which he prepared; now kindly tell us whether the advertisement is our property, or is it the property of the literary advertising gent? Very respectfully,

J. D. LARKIN & Co.

P. S.—The hospital has not yet been endowed.

In this case J. D. Larkin & Co. are wrong. The man was not an agent: he was simply a *gent*—possibly a "literary gent," as described in the last line. But be he whom or what he may, he prepared copy so excellent that Larkin & Co. decided to use it. The method of payment was agreed upon. There was no limitation. Consequently all use made of that advertising matter must be through the instrumentality of the man who is supported by his aunt. It is always better for an advertiser to pay for literary services in hard cash, and when placing advertisements employ an advertising agency that deals mainly in prose. The advertisement in this case is the property of the "literary advertising gent."—[Ed. PRINTERS' INK]

THERE ARE HONEST NEWSPAPER
MEN.

THE GRAND TRAVERSE HERALD,
TRAVERSE CITY, Mich., Jan. 7, 1890.

Editor of PRINTERS' INK:

I wish to say it is possible to keep accurate count. The *Herald* uses a "counter," and each week the actual run is stated at the head of the local columns. There are some honest newspaper men in the world. My advertisers know, each week, what they are paying for.

THOS. T. BATES.

The leading advertisers were asked by Lord & Thomas, of Chicago, to decide on the merits of three styles of advertising:

1. The knock down.
2. The catch-your-eye.
3. The insinuating.

They didn't put it in just that form, but somewhat so!

Now they have printed the returns, and as they quote a strong majority in favor of the knock-down typography employed by Messrs. Kirk & Co., of Chicago, I am both glad and mad. Glad because I would like all the foxes to follow the fellow who has cut his own tail off—provided mine is left. Mad because I believe that nine out of ten did not really measure the question farther than Lord & Thomas' circular took them.

The reduction was too strong to allow of just comparison. Carried a trifle farther nothing on the page would have been apparent but the larger lines in Kirk's own advertisement. There is not in existence any one who would not prefer "pure reading matter" to any sort of display—but in this case the reading columns were absolutely illegible.

There are other points than merely to attract casual attention. That is useless, unless some fixed impression is made. Fairbank's Santa Claus Soap advertisement was one of a series of pictures and poetry, and regular readers would generally read them to note the changes. The literary merit of any advertisement reflects its value upon the thing advertised. Proctor's advertisement was set in type just a little larger than the reading matter, but the oddity of the broken lines and the white spaces cause it to catch the eye. How few, even among large advertisers realize that all our reading is done in lower case letters, and that capitals are harder to read, especially among servants and slow-witted people.

ARTEMAS WARD,

Advertising Manager for SAPOLIO.

THE advertiser will get much better service who relies on the unprejudiced judgment of the general agent, whose position gives him a survey of the entire field, than one who listens to the seductive tale of the one-idea special.—Henry Decker, in the *Commercial Union*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 Cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JANUARY 22, 1890.

"PHYSICIAN, heal thyself" may be said to newspaper publishers as well as to members of the medical profession. Publishers who in their own columns advocate newspaper advertising as a means of increasing business generally, are, as a class, the last ones to take their own medicine. They do not advertise in papers (other than their own) for the purpose of bringing their publications before the public eye. The *Ladies' Home Journal*, the *New York Ledger*, the *Youths' Companion* are pre-eminent examples of the value of newspaper advertising for newspapers.

AN advertising agent soliciting new business sometimes refers to contracts that he has placed to the profit of all concerned. He argues that since a certain course has been successful in one case it must be so in others. This implied promise of success is used as a principal argument for securing new business. Statements of what has been done for others may influence a customer in placing his order, but it is found in practice that the same method of procedure will never serve two advertisers equally well. New plans, new forms and separate lists of papers must be prepared for each. An advertising agent of more than twenty

years' experience asserts that never has he found two advertisers who were willing to use precisely the same list of newspapers. A few must be always added, and a few eliminated.

A PHILANTHROPIST is a man who prefers to supply collars to twelve rather than give a shirt to one.

WRONG FOR ONCE!

EASTMAN DRY PLATE AND FILM CO.,
ROCHESTER, N. Y., Jan. 9, 1890.

PUBLISHERS PRINTERS' INK:

GENTLEMEN—In your issue of January 8 you make a misstatement in regard to the Kodak camera.

Your editor, after criticising the writer in *Munsie's Weekly*, who speaks of the Kodak in connection with a flash photograph, states that flash-light pictures cannot be taken with the Kodak, and thereby lays himself open to contradiction.

* * * There never was a Kodak sold that was not adapted to flash-light photography.

* * * GEO. EASTMAN, Treasurer.

A JUSTIFIABLE COMPLAINT.

Editor of PRINTERS' INK:

It would be to the interest of all concerned if the proofreaders of advertisements—I suppose somebody reads them besides the printer who sets them up—to take more than ordinary care that they are correct. I speak with much feeling on the subject, as I am somewhat of an advertiser and am very careful about copy, wishing it to be followed to the letter. Having been the business manager of a daily paper, I know that I also read all advertisement proofs myself, and used the utmost care with them. Lately I have made new advertising contracts for 1890, and of all weekly papers and monthlies received, not one of the advertisements was as it should have been. Price of goods was changed, my name was incorrectly spelt, although it was in print when sent. The post-office was also inserted minus a letter, and will cause much annoyance to me. No end of broken, defective and upside-down letters were left standing. Why must advertisers submit to such gross carelessness?

Easton, Penn., Jan. 8th, 1890.

F. T. H.

AFTER January 1 the headquarters of the Hubbard Advertising Agency will be in the Potter building, New York, where the business will eventually be taken. The New Haven office will remain open for some months, where business will be received as heretofore. Mr. Raymond, the business manager, will spend most of his time in New York, while Mr. Pond, president of the company, will manage the New Haven branch.—*Commercial Union*.

THE agent who advises the use of papers because of personal interest in them—who gives short space—or less insertions than agreed is as dishonest as the cashier who steals your money.—*Ayer's Newspaper Annual*.

SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 25c. a line each issue.

THE HOUSTON POST—All South Texas.

TROY DAILY PRESS, largest circulation in Troy, N. Y.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation, over 200,000.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

TROY, N. Y.—A celebrated manufacturing city. The Troy Press is the largest circulated daily newspaper there. It is a lively paper.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

ARKANSAS BAPTIST, Little Rock, circulates throughout the Southwest. Sworn circulation over 7,000. FIVE CENTS PER LINE, through agents. Large Discount for time and space.

JUDGING from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants," circulation considered. Rates are very low.

MEANEST PAPER in the State; worst advertising medium; H. A. Latham, meanest man in town, editor. Just for curiosity send 15 cents for copy 28-paged (large), handsomely bound, illustrated, Industrial Edition, giving complete description best hunting grounds, fishing waters and timber lands on Atlantic coast. Beauport County. Sporting men and capitalists "need it in their business." GAZETTE, Washington, N. C.

ARKANSAS, Western Arkansas and the five civilized tribes of the Indian Territory, can be reached through the **WEEKLY TIMES-JOURNAL**, published at Fort Smith, Ark. The Times has recently bought out the daily and weekly JOURNAL, making its circulation now: Daily, 1,500; Weekly, 4,000. Eastern advertisers can save time, trouble and money by placing their advertising, intended for the Times, with GEO. P. ROWELL & CO. G. R. WILLIAMS.

LOUISIANA.—For \$5.54 we will insert a one-inch advertisement, one month, in a list of Louisiana newspapers, consisting of 1 Daily and 2 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE UTICA DAILY PRESS is more generally read than any other paper in Central New York, and for this reason is the best advertising medium to reach the prosperous people of that vicinity. For facts and figures, address **UTICA PRESS**, Utica, N. Y.

MAINE.—For \$21.45 we will insert a one-inch advertisement, one month, in an excellent list of Maine newspapers, consisting of 4 Dailies and 17 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

MARYLAND.—For \$11.88 we will insert a one-inch advertisement, one month, in a good list of Maryland newspapers, consisting of 5 Dailies and 8 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

1846. Forty-fifth Year. 1890.

THE HOME JOURNAL.

Change of Form. 8 to 12 pages.

"The Best Literary and Society Paper in America."

ADVERTISING RATES—25 cents a line; 10 cents a line for yearly cards. Extra charge for cuts.

As to the value of **THE HOME JOURNAL** as an advertising medium, Geo. P. Rowell & Co., Advertising Agents, say: "THE HOME JOURNAL is read in New York by families of wealth, culture and position, and by the same class in other cities, from one end of the land to the other. The character of its circulation stands very high, and advertisers who wish to reach what are understood as 'the best people' find THE HOME JOURNAL especially adapted and of great value." Address

MORRIS PHILLIPS & CO.,
No. 240 Broadway N. Y.

The Argonaut

Is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the Well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers.

CATCHING CUSTOMERS.

WHAT IT COSTS TO SECURE A NEW CUSTOMER THROUGH ADVERTISING.

There are few things in this world which we catch without effort—except such undesirable things as mumps and the measles. All mercantile trades depend largely for success on their ability to catch customers, and from the “barker” in front of a clothing store to Sapolio in the street cars, the effort engages many fishers for men.

The cost of catching one new customer for any branch of goods varies greatly. It is conceded that the proprietors of Pears' Soap, Sapolio and such articles expend from four to five times the gross amount of the first sale in order to effect it. An outlay of \$1.00 to sell 50c. worth of soap to a new family is not unusual nor is it unprofitable if the customer is held. The cost of securing new stores to handle such goods is greater just as the result when attained is relatively more valuable.

Since we have touched soap in our inquiry let us sum up its chances of a market. Sixty millions of people—divided by seven makes about 8,500,000 families—these again are supplied with every necessary of life by an average of one store to fifty families. We refer to grocery stores only, including the general stores of the country, where everything from a needle to a wagon is sold.

Urban and rural divisions of population again alter the case. One quarter of the people of the United States live in cities—the remaining three-quarters on farms or in the open country. So the cities are supplied by about 50,000 groceries, and the country by about 120,000 general stores.

Is not the shortest road to the great public through the lesser factor—the store at which it deals? Not alone are the supplies drawn from the country store—it is a store-house of opinions, a bureau of information, in it the post-office is located, and the storekeeper himself is the leading man of the town. What a genius he is! He trades for cash, or for credit, or for barter. He draws his stocks from the great cities and is in turn a large shipper of produce, butter, eggs, dried fruits, hides and countless oddities from fish sounds to ginseng, to the city markets. He is town burgess, director in the bank, and at church at least choir leader, if he is not superintendent of the Sunday-school. His fame is generally known and his advice eagerly sought through two counties. If he indorses anything—it goes.

There is such a thing as a trade press. In this direction it is well supplied, so far as numbers of journals can do it, but three-quarters of them are mere price lists of great wholesale houses, and only three in the United States issue over 5,000 copies weekly. Their rates when compared with circulation are very high, and their countless pages cover up an advertisement of reasonable size like a needle in a haystack. A 12-inch space in twenty grocer journals would cost about \$4,000 per annum, and would cover an average of

less than 40,000 stores weekly—or 10 cents per store per annum.

There are better means at command, however. THE NATIONAL GROCER, of New York, is about to issue 100,000 copies in one edition. By omitting all whose commercial rating is too low, this issue will cover all the best dealers east of the Rocky Mountains. Space is sold at \$5.00 per inch, or one-third of the average rate figured above. A 12-inch card would reach each store for one-eighteenth of a cent. A shrewd advertiser who can bait his hooks as cheaply as this should make it pay.

But talk direct—it does not pay to hint in trade or courtship. Speak up to the girl if you want her. Word your advertisements directly to the point in trade papers. Don't say “Ask your grocer for it” in the grocers own journal. Tell him how much profit he can make on your goods, and where his advantage lies in handling them, and bear in mind that the 100,000 storekeepers thus addressed are an active class, generally married, owning horses, interested in building, and all sorts of progress—that they are consumers, who also cater to five million families—that they are good buyers and have money in hand. Many readers in other classes would answer your advertisement if they had a check book to obviate the necessity of drafts or post-office orders. The storekeeper is always ready for new business. Write to Artemas Ward, 439 West St., New York, for a pamphlet setting forth results of this class of advertising.

The National Grocer

*Has the Largest Circulation
of any Grocery paper
in the world.*

PRINTS THREE EDITIONS IN THE
THREE LARGEST CITIES
OF THE U. S.

**THE NATIONAL GROCER—New York.
THE PHILADELPHIA GROCER.
THE MARKET JOURNAL—Brooklyn.**

Its Extra Editions, published about once a year, cover the entire field east of the Rocky Mountains. Rate for special issue (100,000 copies), 35c. per agate line. This rate can seldom be equalled in a daily paper of wide circulation.

Pamphlet mailed on application.

Address,

**THE NATIONAL GROCER,
112 WALL ST., NEW YORK.**

Our Country Home

PUBLISHED MONTHLY,

At 88 FULTON ST., NEW YORK CITY, N. Y.

A Progressive Agricultural Journal,

Comprising Twenty Pages of Interesting, Instructive and
Practical Matter for the Farmer and his Family.

CIRCULATION
Over 100,000 Copies

MONTHLY.

We will accept business from any responsible advertiser, or
advertising agency, subject to proof of a circulation of over
100,000 copies monthly, or make no charge. Receipts of the
N. Y. Post Office to be our proof.

Write at once for Sample Copy.

ADVERTISING RATES.

Ordinary advertisements, 60 cents per agate line. Reading Notices, \$1.00 per count line.

DISCOUNTS.

3 months.....	5 per cent.
6 months.....	10 per cent.
12 months.....	15 per cent.

SPACE DISCOUNTS.

On a single advertisement measuring (or, if a reading notice, counting) 150 lines, 5 per cent.
On a single advertisement measuring (or, if a reading notice, counting) 300 lines, 10 per cent.
On a single advertisement measuring (or, if a reading notice, counting) 500 lines, 15 per cent.

Do you print your Newspaper with Ink?

Do you pay for the Ink which you use?

Do you pay promptly?

INK BUYERS CLASSIFIED.

People in the Printing Ink trade have four classes of customers to deal with.

FIRST—Those who pay promptly for their purchases.

SECOND—Those who, if they do not pay promptly, pay as they agree to.

THIRD—Those who neither pay promptly nor as they agree, but who DO eventually pay.

FOURTH—Those who never pay.

All Price Lists issued by manufacturers of Printers' Ink, are intended for buyers of the third and fourth classes.

For buyers belonging to the first class, discounts are allowed varying from large to small, according to the amount of goods used, and the security and promptness of payment.

QUALITY.

The Wilson Inks are warranted to be the best in the World.

They are guaranteed to be satisfactory.

If not as represented they may be returned at manufacturers' expense for freight or express charges both ways.

Warranted to be the best Inks made.



W.D. Wilson Printing Ink Co.

(LIMITED.)

140 WILLIAM ST., NEW YORK.

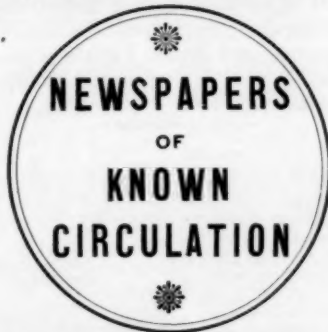
PRICES.—This Company, with its NEW FACTORY, and the very latest improvements, offers the choicest goods to prompt paying purchasers, at PRICES WHICH DEFY COMPETITION.

TERMS.—Bills are payable quarterly. Ten per cent. discount from list or special contract prices whenever cash in full payment accompanies the order. Five per cent. discount from list or special contract prices whenever full payment is made in cash within thirty days.

Printers do not like to pay cash. The following quotation from a letter from one of our traveling men states the case:

"I enclose check of Star Printing Co. for \$64.05, which pays their account of \$60, due, and \$4.50 for order herewith, less 45c. (10%) which is allowed when cash accompanies the order. This is the first instance I have ever had of 'cash accompanying the order.'"

SEND FOR A PRICE LIST.



THE PAST YEAR'S RECORD.
OVER 150,000 COPIES A WEEK !

ELMIRA, N. Y., Dec. 31, 1889.

State of New York, Chemung County, ss.:

I hereby certify that the following is a correct transcript from our records, showing the average bona fide circulation of the Elmira Telegram for the twelve months of the year 1889:

January.....130,925	July.....153,942
February.....147,648	August.....148,834
March.....165,534	September.....141,095
April.....164,520	October.....141,713
May.....150,783	November.....150,671
June.....154,461	December.....175,710

Average circulation per week, 152,236 Copies.

H. S. BROOKS, Manager.

Sworn and subscribed to before me, this 31 day of January, 1890.
RICHARD H. THURSTON, Notary Public.

THE THREE TELEGRAMS.

CIRCULATION:

ELMIRA TELEGRAM.....	152,000
ALBANY TELEGRAM.....	40,000
HARRISBURGH TELEGRAM.....	40,000
	232,000

A. FRANK RICHARDSON,
SPECIAL AGENT,
13, 14 & 15 Tribune Building, N. Y.

Remarkable **THE SPORTING LIFE,** Something to
Tribute to be proud of.

**Its Wonderful Qualities as an Advertising Medium
Highly Endorsed—Testimonials that Speak for
Themselves and Mean Volumes—Letters
Worthy of Perusal and Consider-
ation by Every Advertiser.**

WALDO M. CLAFLIN,
831 Chestnut St., Philadelphia, Pa.

GENTLEMEN—I advertised in your paper simply to get rid of your Mr. Dayton's daily visits to my office. When I paid the bills month after month I felt that I was throwing away the money. Later on orders began to come from very far away points—letters commencing: "Having read your ad. in THE SPORTING LIFE," etc. Then my feelings changed. Suffice it to say, the present finds me in the humiliating position of confessing that your paper is invaluable to my interests.

Very truly,
To SPORTING LIFE Publishing Co., Phila.
WALDO M. CLAFLIN.

ANDREW GRAFF,
281 Court Street.

BROOKLYN, N. Y., Oct. 22, 1889.—Publishers SPORTING LIFE. Dear Sirs—In answer to your request, I repeat what I told you personally at my office—that I have found THE SPORTING LIFE the best medium for advertising of all lines of sporting goods, it having brought me more business than any other sporting journal in the country, and I would advise all dealers to try the experiment.

Yours respectfully,
ANDREW GRAFF.

H. H. KIFFE,
318 Fulton Street.

BROOKLYN, N. Y., Oct. 21, 1889.—THE SPORTING LIFE Publishing Co. Gents—In reply to your favor would say that the reason I advertise in your paper is that I think it the best and cheapest medium for advertising.

Yours, &c.,
H. H. KIFFE.

F. W. SAMUELS,
9 South Meridian Street.

INDIANAPOLIS, Ind., Oct. 26, 1889.—Editor SPORTING LIFE—I am agreeably surprised at the large circulation of THE SPORTING LIFE. It seems, by the returns received, that my advertisement has been read in every city, town, village and cross road. Truly, THE SPORTING LIFE is a great advertising medium.

Yours truly,
"Cranks; or, The Umpire's Revenge,"
F. W. SAMUELS.

A. J. REACH & CO.,
1022 Market Street.

PHILADELPHIA, Nov. 8, 1889.—SPORTING LIFE Publishing Co. Gentlemen—It is with pleasure that I can bear testimony as to the value of using the columns of THE SPORTING LIFE for advertising. We commenced with your first number, and hope to continue, as we find it without question one of our most valuable mediums. Very truly yours,

A. J. REACH.

Both our reading and advertising columns are as clean as any religious newspaper published. Advertisements of doubtful character not inserted at any price. Our rates are fixed and final. No deviation. Guaranteed circulation of over 40,000 copies each issue.

OUR ONLY AND LOWEST ADVERTISING RATES:

One	Insertion,	30c.	per Nonpareil line, each insertion.				
26	Consecutive	17	1-2c.	"	"	"	"
32	"	15c.	"	"	"	"	"

THE SPORTING LIFE PUBLISHING CO.,
34 SOUTH THIRD ST., PHILADELPHIA, PA.

J. D. SHIRE & CO.,

223 North Eighth Street.

PHILADELPHIA, Oct. 24, 1889.—SPORTING LIFE Publishing Co. Gentlemen—We take pleasure in saying that we have found THE SPORTING LIFE a valuable advertising medium. Have received orders from all parts of the country, and shall certainly renew our contract.

Yours, etc.,
J. D. SHIRE & CO.

JOHN CREAHAN,
Continental Hotel.

PHILADELPHIA, Oct. 17, 1889.—During the past six or seven years I have advertised regularly in THE SPORTING LIFE. The result has been more than satisfactory. I regard THE SPORTING LIFE as one of the best advertising mediums in the country.

Yours, etc., JOHN CREAHAN.

A. G. SPALDING & BROS.,
Chicago, New York, Phila., London.

New York, Oct. 31, 1889.—THE SPORTING LIFE Publishing Co., Philadelphia, Pa. Gentlemen—In response to your letter of this date, inquiring as to whether we wish to renew our advertising contract with you, would say that we do—most emphatically. We have spent considerable money in your medium during the past year, as you well know, and yet we do not think we have invested any money in advertising during the past year that has repaid us any better. We have always considered your paper one of the best mediums in the country, and our experience for the past year has only strengthened that belief. Yours truly, A. G. SPALDING & BROS.

By G. W. CURTIS, Manager.

KEEFE & BECANNON,
157 Broadway.

NEW YORK, Oct. 25, 1889.—SPORTING LIFE Publishing Co. Gentlemen—Allow us to attest our appreciation of your paper as an advertising medium. We are perfectly satisfied with the results of our ad, and consider that we have been amply repaid for our outlay.

Yours, truly, KEEFE & BECANNON.

H. J. BERGMAN,
1002 Arch Street.

PHILADELPHIA, Nov. 5, 1889.—THE SPORTING LIFE. Gentlemen—I am well pleased with the result of my advertisement in the SPORTING LIFE. I am receiving applications and orders from all parts of the country, even from distant parts where I do not care to sell my goods. It is the only paper I have advertised in where I can ascribe certain orders direct to an advertisement. My card appeared in the first number, has ever since, and I expect to continue. Yours truly, H. J. BERGMAN.

**ONE
PRICE
ADVERTISING
WITHOUT DUPLICATION,
RELIGIOUS PRESS
ASSOCIATION,
PHILA.**

PRINTED A FEW TIMES

In THE SUNDAY SCHOOL TIMES just now is this:

"For a few weeks only, the statement of circulation will be omitted. At this season of the year, when so many subscriptions expire, it is impossible to state accurately, at the time of going to press, what number of copies will be required."

Expiring subscriptions are dropped unless promptly renewed and paid for. This keeps the list fresh and live—makes the paper more valuable for advertisers. Only a good paper which subscribers *will have* can take such a stand, and still hold a large list. That, under this rule, it had for every week in 1889 over **126,000** paid subscribers, shows how its readers appreciate it.

PRINTED EVERY TIME

In THE SUNDAY SCHOOL TIMES is this:

"**THE SUNDAY SCHOOL TIMES** intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not in good standing be inadvertently inserted, the publisher will refund to subscribers any money that they lose thereby."

This high standard gives the paper a firm hold upon its readers—makes the paper most valuable for advertisers. Only a paper which admits nothing but trustworthy advertisements dare take such a stand.

Its readers often send cash orders for goods advertised, without previous correspondence, knowing the above guarantee will be their absolute protection.

The Sunday School Times.

PHILADELPHIA.

The Presbyterian.
The Lutheran Observer.
The National Baptist.
The Christian Standard.
The Presbyterian Journal.
The Reformed Church Messenger.
The Episcopal Recorder.
The Christian Instructor.
The Christian Statesman.
The Christian Recorder.
The Lutheran.

BALTIMORE.

The Baltimore Baptist.
The Episcopal Methodist.
The Presbyterian Observer.

An advertisement in these papers will be read

IN OVER

240,000

HOMES

each week. The combined list issues over that number of copies weekly. The papers

ARE ALL HOME JOURNALS

of the best character, and carry with them the reverence and authority gained by years of usefulness and good work.

They are cherished for the doctrines they teach.

They are consulted as authorities on religion.

They are read for counsel given in home affairs.

They supply current news short of objectionable matter.

By uniting the best features of the secular press to virtues specially their own, they have a reputation and character which make the endorsement of their columns of the greatest value to advertisers.

About advertising in any or all of these Leading Religious Weeklies, address

THE RELIGIOUS PRESS ASSOCIATION,

Chestnut and Tenth Streets, Philadelphia, Pa.

